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ABSTRACT

The Logan County (Illinois) Community Resource Development Council, assisted by sociologists and graduate students from the University of Illinois, designed an attitudinal survey which was administered to a random sample of 700 Logan County adults to ascertain the support of the residents for Council activities and to learn from the residents what they perceived to be the needs and opportunities in the County. The resultant sample was comprised of 340 adults. Survey results indicated that almost all households had at least one member who was employed and that most of the jobs which Logan County residents held were in the County or in close proximity to it. Almost all respondents felt that additional jobs were needed and that industry and tourism should be increased. Generally, the adults were fairly well satisfied with the services available in the County. Least satisfactory to the respondents were full-time job opportunities, housing for senior citizens, and counseling programs for youth. Most of the adults sought entertainment activities in Lincoln and a majority also purchased most items from a selected list in Lincoln, indicating that Lincoln is an important central commercial district for the county. Appendices contain an interview schedule and additional information from the interview schedule. (CM)

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ILLINOIS AGRICULTURAL ECONOMICS STAFF PAPER

LOGAN COUNTY'S

NEEDS AND OPPORTUNITIES:

AN EVALUATION BY RESIDENTS

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LOGAN COUNTY'S NEEDS AND OPPORTUNITIES: AN EVALUATION BY RESIDENTS

J.C. van Es and Judy B. Schneider

May, 1981 **No. 81 S-20**

* A report prepared in cooperation with the Community Resource Development Council of the Logan County Cooperative Extension Service. Partial funding was obtained through a grant under Title V of the Rural Development Act from the Illinois Agricultural Experiment Station and Cooperative Extension Service. J.C. van Es is a Professor of Rural Sociology and Judy Schneider is a student assistant in the Department of Agricultural Economics, University of Illinois at Urbana-Champaign.

FOREWORD

THE LOGAN COUNTY COMMUNITY RESOURCE DEVELOPMENT COUNCIL

Logan County's CRD Council was formed in January, 1980. It is a community based group which hopes to facilitate economic and community development appropriate for Logan County. The Council is comprised of 16 men and women from throughout Logan County who are concerned about what they perceive to be a low level of economic activity in the County and the consequent population decline. They want to develop a more viable community in which both young and older residents would choose to live.

The CRD Council hopes to be a catalyst for community and economic development projects which would be undertaken by or in behalf of a broad cross-section of Logan County residents. The Council has worked with specialists in community development from the University of Illinois and has visited other communities which have undertaken development projects. The Council is involving other Logan County organizations and individuals in the planning and execution of the projects.

During the Spring of 1980, the Council members decided to administer a needs assessment survey to Logan County residents in order to obtain the opinions of County residents on local conditions. The survey was conducted with the Cooperative Extension Service and the University of Illinois in Champaign-Urbana, and was financed with a small grant from federal funds allocated under the Rural Development Act, Title V.

The CRD Council, with the assistance of sociologists from the University of Illinois and several graduate students, designed two survey

schedules: one for graduating high school seniors and one for adult residents of the County.

Results of the surveys were made available by the members of the CRD Council to community organizations. Newspaper articles dealing with some of the results were also published. The current report does not present new information, but collects the information in one place so that it will remain easily accessible. Results from the high school seniors' survey can be found in Staff Paper No. 81S-19, May 1981, obtainable from the Department of Agricultural Economics, University of Illinois at Urbana-Champaign.

LOGAN COUNTY'S NEEDS AND OPPORTUNITIES

Early in its deliberations the CRD Council decided to determine the opinions of the Logan County residents regarding economic and other aspects of the County. The Council wanted to ascertain the support of the residents for its activities, and learn from the residents what they perceive to be the needs and opportunities in the County. This report summarizes the findings of the survey.

HOW THE DATA WERE COLLECTED

A sample of 700 adults was originally selected through a random selection process. In Mount Pulaski and Lincoln, phone books were used for the selection process. The County Directory provided residents' names for the other parts of the County. The sample was chosen to provide proportional representation of each township within the County; the larger a township's population, the more respondents were chosen from that township.

The selected respondents were contacted at home by Logan County residents who volunteered to distribute the surveys. Those volunteers then collected the completed questionnaires at a later time.

During the process of administering the survey several problems were encountered which substantially decreased the final sample size. In Atlanta, several respondents were not contacted. Rather extreme conditions resulted in the loss of thirty completed questionnaires in Mount Pulaski: the questionnaires were being stored at an office building which was destroyed by fire. Mediocre response rate accounts for the further dwindling down of the sample size. The resultant sample is comprised of 340 adults. The proportionality of respondents to township population was not entirely preserved; Lincoln, Atlanta, and Mount

Pulaski are under-represented. Lincoln, which actually comprises slightly over 50 percent of the County's population, comprises only 40 percent of the survey sample. Mount Pulaski accounts for close to 4 percent of Logan County's population, but it comprises only 2 percent of the sample.

CHARACTERISTICS OF THE RESPONDENTS

When reviewing survey results one must keep in mind the characteristics of the particular sample surveyed, for it is unlikely that the sample perfectly recreates the entire population's characteristics. The sample of 340 adult Logan County residents is comprised of 66.8 percent males and 33.2 percent females. Males are thus over-represented in this sample, but a separate analysis shows little difference between the responses of the males and females in this sample. The median age of our sample is 45.4 years old; 25 percent of the respondents are over the age of 60. The median length of residence in the County is 36 years and slightly over 17 percent of the respondents have lived in the County for 60 or more years. The median level of education among the respondents is high school graduate. This corresponds closely to the actual median level of education reported in census data for Logan County.

Of those sampled, 37 percent indicate that they are farmers or farm managers. This is a significant over-representation of farmers given that in 1970, only 14 percent of the Logan County population resided on farms. The difficulties previously described in administering the survey in Atlanta, Mount Pulaski and Lincoln most probably account for the sample being skewed toward farmers.

While it is our belief that the nature of the sample does not materially affect the findings, in some specific instances it may be well to remember that the urban and town populations are somewhat under-represented, as are women, and that the farmers are over-represented.

Table 1. Number of household members holding at least one job

Number of Working Household Members	Percentages of Respondent Households
0 Members	9
1 Member	40
2 Members	36
3 or more members	15

Table 2. Location of job

Location	"Most important" household job	"Second most important" household job
	... Percent of those responding ...	
In Logan County	90	87
Outside Logan County	10	13

Table 3. Number of miles one-way to work

Distance to work	"Most important" household job	"Second most important" household job
	...percent of those responding...	
1 mile or less	47	57
2-3 miles	23	15
4-15 miles	20	19
over 15 miles	10	9

ADULTS' JOBS

The surveyed adults were asked several questions about the types and locations of the jobs they and their household members hold. Most of the respondent households have at least one member holding a full or part-time job: in slightly over 90 percent of the households surveyed, at least one member is employed. This leaves only about 9 percent of the households in which all members are either unemployed or retired. In about 36 percent of the households, two members are employed; when the percentage of Logan County households in which three or more members hold a job is added to the percentage of two-job households, the Logan County figure for multi-job households mirrors the national trend toward multi-job households (see Table 1).

Respondents were asked to indicate the location of, and distance to, their job from their home for the most important and second most important household jobs. As is indicated in Table 2, most of those responding hold jobs which are located in Logan County. There is a fairly large percentage of those households which indicate that the most important job is "at home"; most of these, it would seem, are farmers.

In Table 3, we present more detailed information of job location by indicating the one-way distance from the respondents' homes to their jobs. Again, data is presented for both the first and second most important household jobs. The large percentage of respondents indicating they travel one mile or less to work is most likely comprised of both farmers and workers who use their home as a work base from which they travel to various job engagements. The data show that, in general, very few of the respondents travel long distances to reach their place of employment; less than 10 percent of the respondents travel over 15 miles to work. This underlines the fact that the respondents are

Table 4 Respondents who say "yes" to some prescriptions for economic development in Logan County

	ADULTS
	...percentages...
A. Is there a need for additional jobs in Logan County?	92
B. Are you in favor of increasing industry in Logan County?	94
C. Are you in favor of increasing tourism in Logan County?	75

Table 5 Adults' main suggestions for increasing industry (Among those who think industry should be increased)[1]

	ADULTS
	...percentages...
Promote local resources	25
Develop an industrial park	19
Reduce local taxes	13
Reduce state taxes	12

[1]Only those responses given by at least 10 percent of the respondents are listed

Table 6 Adults' main suggestions for increasing tourism (Among those who think tourism should increased)[1]

	ADULTS
	...percentages...
Increase publicity and promotion of Logan County	68
Improve exisiting sites	16
Build an amusement park	6
Provide camping areas	4

[1]Only those responses given by at least 4 percent of the respondents are listed

primarily employed within the County, or within fairly close proximity to the County.

ATTITUDES TOWARD THE ECONOMY

The adults surveyed were asked several questions concerning their perception of Logan County's economy.

As is evident in Table 4, adult respondents strongly favor increased activity in the County with regard to jobs, industry, and tourism. Over 90 percent of the respondents feel there is a need for additional jobs in the County and they strongly favor increased industry as a means of providing these jobs. Slightly over three-fourths of the respondents favor increased tourism, mainly because they feel increased tourism would help the economy.

Respondents were also asked to provide suggestions on how the goals of increasing industry and tourism could be met. As is evident from Table 5, suggestions on how industry could be increased were scattered. Only one response was indicated in over 20 percent of the cases; that was "to promote local resources". A suggestion which was offered by nearly 20 percent of the respondents was to "develop an industrial park". Other suggestions included reducing state and/or local taxes.

There was greater agreement among respondents on how tourism could be increased. Almost three-fourths of those favoring increased tourism suggested that it could be increased by increased publicity and promotion of the County. Other suggestions for increasing tourism included improving existing sites, building an amusement park, and providing camping areas (see Table 6).

Table 7 Attidues toward Logan County

	Agree	Disagree	Undecided
	...percent...		
Younger residents of Logan County want to stay here after completing their education...	23	46	31
The future of Logan County looks bright...	48	21	35
Logan County needs new community improvement programs...	61	10	30

Table 8 Attitudes toward Logan County leadership

	Agree	Disagree	Undecided
	... percent of those responding...		
County leaders are willing to provide economic support to create more jobs in Logan County	21	40	39
Logan County has good leaders	45	21	35
Logan County has good opportunities for involvement in local government	52	21	27
Logan County has good local government	53	21	27
People will work together to get things done in Logan County	61	19	20

GENERAL ATTITUDES TOWARD LOGAN COUNTY

The respondents were asked a number of items about their attitudes toward the County and its leadership. In Table 7, we report the opinions of the adults about the general aspects of Logan County. It should be noticed that approximately one-third of the respondents do not have a strong opinion on several of these general questions about the County. However, in general, the respondents express considerable reservations about what is in store for Logan County. For example, only one-fifth of the respondents agree the younger residents of Logan County want to stay after they complete their education. Less than half of the respondents indicate that they are optimistic about the future of Logan County, and 60 percent of the respondents are in agreement that Logan County needs new community improvement programs. These responses indicate a great deal of concern and uncertainty about the future prospects of Logan County.

The respondents were also asked their opinions about the type of leadership provided in Logan County. As can be seen in Table 8, a sizable number of the respondents express no opinion about the leadership in the County. Approximately half of the respondents indicate that they are satisfied with local leadership and the opportunity for people to get involved in local government. Approximately one-fifth of the respondents register negative opinions about Logan County and its leadership. The respondents appear to be more optimistic when it comes to the attitudes of the people of Logan County: almost two-thirds of the respondents indicate that the people of Logan County will work together to get things done. There is no widespread belief among the respondents that in Logan County existing conflicts or factionalism will make it very difficult to accomplish things.

OPINIONS ON SERVICES AND OPPORTUNITIES IN LOGAN COUNTY

The adults surveyed were asked to measure the adequacy of the provision of 16 services in the County. These services fall into five broad categories: public sector services, basic private sector services, civic and cultural services, employment opportunities, services for senior citizens. The percentages of respondents who agreed, disagreed, and were undecided that the provision of a service in the County is at least adequate, are depicted in Table 9. The percent of respondents indicating that they are uncertain about the adequacy of a service varies greatly, indicating the reluctance of people to express opinions on matters they are not familiar with. We, therefore, have added a column to Table 9 indicating the percent of respondents who express satisfaction with an item from among those with an opinion. The brief analysis presented here will be based largely on these modified percentages.

Logan County's adult residents have generally favorable opinions of services available to them in all five categories. Public sector services, including education, welfare programs and police services, received the most consistently high rating. Adults are also generally satisfied with the private sector services listed except for counseling programs for youth, with which adults show little satisfaction.

The adults are moderately satisfied with part-time job opportunities in the County, but only slightly more than half of the respondents are satisfied with the opportunities for full-time employment. This response is consistent with the adults' general concern about the economic climate in the County, which has been previously discussed.

Among the civic and cultural services, the adults express strong satisfaction with the availability and variety of clubs and organizations to join. The levels of satisfaction with cultural opportunities and with

Table 9 Adults' opinions about services in Logan County

	Agree	Disagree	Undecided	Agree (Modified percentage)*
A. Public Sector Services				
a. Good educational opportunities for youth.	82	11	8	88
b. Good educational opportunities for adults	66	12	22	85
c. Good police protection	62	20	18	76
d. Good welfare program for people in need.	48	11	41	81
B. Private Sector Services				
a. Good health care	63	23	14	74
b. Enough suitable housing to rent	48	21	30	69
c. Good counseling programs for youth in trouble	21	32	48	40
C. Employment Opportunities				
a. Good part-time job opportunities	44	36	21	63
b. Good full-time job opportunities	43	26	30	55
D. Civic and Cultural Services				
a. Good variety of clubs and organizations to join.	80	9	11	90
b. Good local radio station. . . .	62	25	13	71
c. Good cultural opportunities, i.e. music, theatre, movies.	53	34	14	61
d. Good local newspaper.	52	31	17	63
E. Services for Senior Citizens				
a. Good service programs for senior citizens.	57	15	27	79
b. Enough suitable housing for senior citizens.	39	21	40	59
c. Good recreational activities for senior citizens	35	24	41	65

* Percent who agree among those with an opinion.

media services, such as radio and newpaper, are lower than for organizations, but still are moderately high.

Generally, the respondents are satisfied with the services for senior citizens in the County. High percentages are undecided about these services, however. Among those respondents with opinions, though, there is moderately high satisfaction with service and recreational activities, and only fair satisfaction with housing for senior citizens.

LOCATION OF RECREATION AND ENTERTAINMENT ACTIVITIES

The adult respondents were presented with a list of eleven recreational and entertainment activities and were asked to indicate, first, whether they participate in the activity and second, whether they do the activity in Lincoln, elsewhere in Logan County, or outside Logan County. This analysis of activity location is to ascertain the extent to which Logan County provides the facilities which its residents require. Adequate provision of facilities can enhance resident identification with the community.

The survey indicates that most of the respondents' activities related to recreation and entertainment, take place within the County. More specifically, most of these activities are conducted in Lincoln. As is clear from Table 10 of the eleven activities listed, eight are most often conducted in Lincoln.

Of the three activities most often conducted outside the County, two require highly specialized facilities: golfing and using an indoor athletic facility. Attending movies is the third activity most frequently conducted outside the County. Overall, though, it appears that whenever possible, Logan County residents conduct their recreation and entertainment activities within the County. Lincoln is an important center for these activities.

Table 10 Where adults go for recreation and entertainment activities

(Arranged from low percent Who Do Not Use to high percent Who Do Not Use)

	Percent Who Do Not Use	Among the users, percent who use in: Lincoln	Elsewhere in Logan County	Outside Logan County
a. Dining (excluding fast food)	6	57	4	39
b. Parks	11	55	13	32
c. Movies	17	32	1	67
d. Plays	38	59	4	37
e. Swimming	38	56	10	34
f. Bowling	43	68	24	8
g. Dancing	48	54	8	38
h. To play ballgames	54	59	28	13
i. Tennis	61	61	25	10
j. Indoor athletic facility	64	36	24	41
k. Golf	70	45	—	54

SHOPPING BEHAVIOR

Table 11 presents information about the location in which adult residents of Logan County most often buy each of 13 "essential" items. For all but three of the items the majority of respondents most frequently make purchases in Lincoln. Respondents travel frequently outside the County to purchase clothing and furniture. For farm implements over half of the respondents make their purchases in a part of Logan County other than Lincoln. However, a relatively significant percentage of the respondents -- at least one-fourth -- most frequently purchase hardware, lunber, and banking services in parts of the County other than Lincoln as well. Figure 1 ranks the retail services by the degree in which they are obtained in Lincoln. Figures 1 also graphically illustrates the relatively small amount of purchases taking place outside of the County for most items.

Respondents were also asked to provide the reason for buying a particular item in a particular location. Their responses are presented in Table 12. For both clothing and furniture, the only two items which most of the respondents purchased most often outside the County, the reason given frequently by respondents for their location choice was, "to obtain a wider selection". For farm implements, the only item purchased most often in a part of the County other than Lincoln, nearly equivalent numbers of respondents indicated the reason for their location-of-purchase to be: to obtain better quality products; to make purchases at a place close to their home or job; to make purchases where they know the people selling the item. For most of those items which the majority of respondents usually purchase in Lincoln, the reason given for that location choice was convenience: Lincoln has strong location advantages for Logan County shoppers.

Table 11 Where adults go to purchase selected items

	Percent Who Do Not Buy	Among the buyers, percent who buy in: Lincoln	Elsewhere in Logan County	Outside Logan County
a. clothing	0	47	3	49
b. groceries	0	89	8	4
c. hardware	0	67	29	4
d. medical services	0	66	6	28
e. banking	1	63	34	4
f. insurance	1	72	19	10
g. medical supplies	1	82	8	10
h. appliances	6	67	9	24
i. automobiles	6	62	14	24
j. auto service	7	70	22	8
k. furniture	11	33	19	48
l. lumber and building supplies	12	61	26	13
m. farm implements	60	18	66	17

Figure 1: Retail Purchases By Location

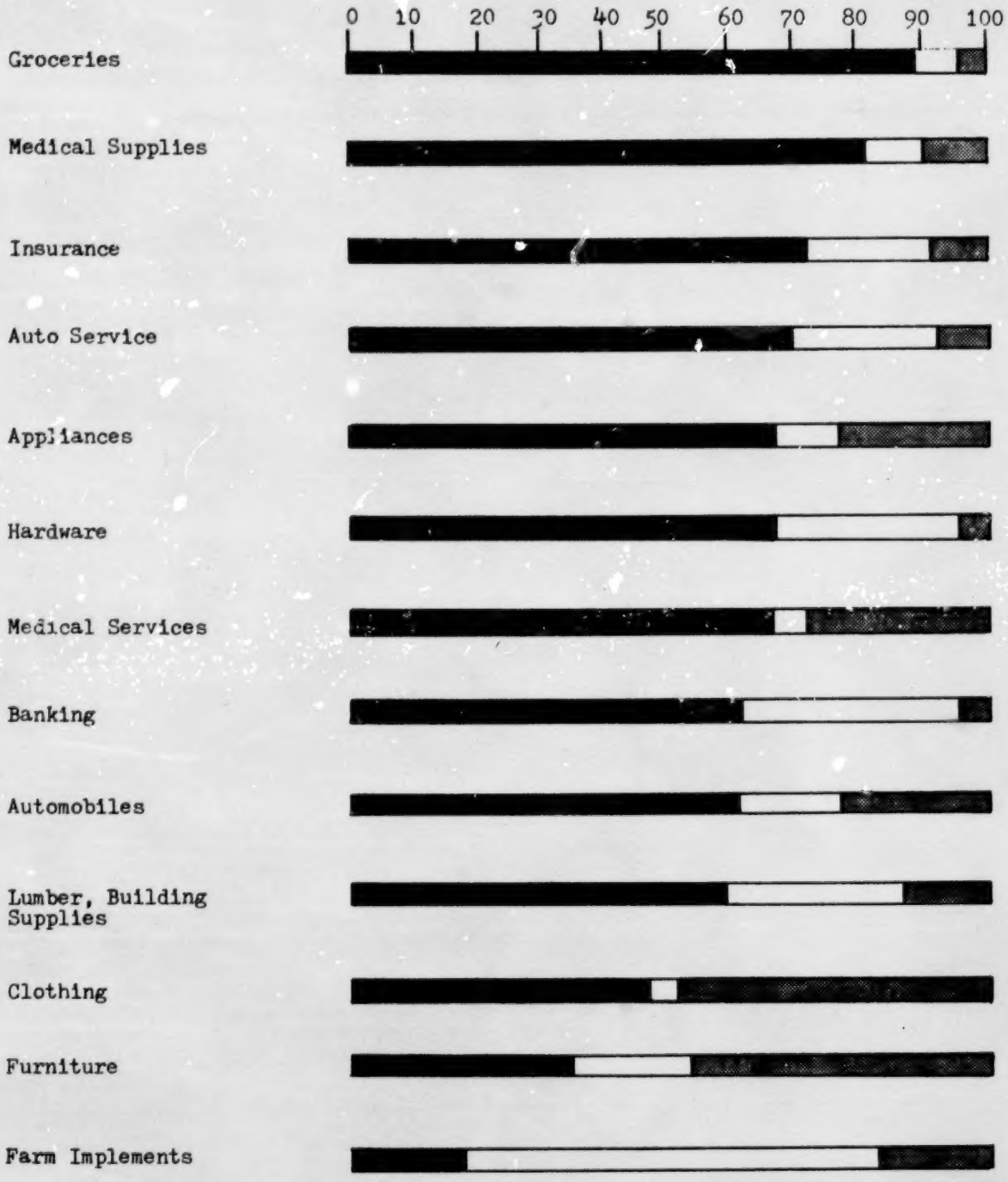

Table 12 Adults' reasons for making purchases in locations that they do

	Lower Cost	Wider Selection	Better Quality	Close To Home/Job	Know The People
	...percentages...				
a. clothing	12	41	9	34	5
b. groceries	15	8	2	71	4
c. hardware	5	6	6	57	19
d. medical services	2	3	26	43	18
e. banking	1	0	10	65	25
f. insurance	6	2	11	28	45
g. medical supplies	9	5	10	60	15
h. appliances	17	7	17	30	29
i. automobiles	15	6	13	24	29
j. auto service	5	1	15	33	33
k. furniture	22	30	13	23	11
l. lunber and building supplies	14	5	8	52	21
m. farm implements	12	9	25	26	27

One final question was posed to the respondents concerning shopping activity. They were asked to list ways in which Logan County could be improved as a shopping area. The responses, included suggestions both for the physical area and for the quality of the shopping facilities and of the goods carried. The suggestion made most often was to provide better or free parking in the commercial center in Lincoln. Nearly 30 percent of the respondents made this suggestion. Another fairly common response, given by almost 20 percent of the respondents, was that stores should provide a greater variety of goods. Other ideas for improving the shopping area included: having businesses lower their prices to more competitive levels; having clothing stores carry name brands and a greater variety of styles and sizes; and to have larger, "quality" department store locate in the area.

SUMMARY

The following points summarize the findings from the survey of the adults in Logan County:

a. Almost all households have at least one member who is employed. Most of the jobs which Logan County residents hold are in the County, or in close proximity to the County.

b. The adult respondents display concern about the economy. Almost all of them agree that additional jobs are needed, and that industry and tourism should be increased.

c. Generally, the adults are fairly well satisfied with the services available in the County. Least satisfactory to the respondents are full-time job opportunities, housing for senior citizens, and counseling programs for youth.

d. Most of the adult respondents conduct most recreational and entertainment activities from a selected list in Lincoln, making it an important center for leisure-time activity.

e. The majority of the adult respondents purchase most items from a selected list in Lincoln. The reason given most often for purchasing items in Lincoln was convenience. These responses indicate that Lincoln is an important central commercial district for the County.

APPENDIX A

THE INTERVIEW SCHEDULE

COOPERATIVE EXTENSION SERVICE

COLLEGE OF AGRICULTURE
UNIVERSITY OF ILLINOIS AT URBANA - CHAMPAIGN

122 S. McLean Street
Lincoln, IL 62656

March 18, 1980

WE ASK YOUR OPINION!

GREETINGS!

This brief survey is being done by the Community Resource Development Council of the Logan County Cooperative Extension Service. We are strongly interested in the future of Logan County. We wonder about population, jobs and economic development. Are there things that should be done in Logan County? We are asking you to help us answer these questions.

Please take a few minutes. Your answers will be most helpful to us in deciding what might be done in Logan County.

Your name was drawn at random. You need not identify yourself anywhere on this survey. All answers will be confidential.

We will report the findings of this survey to the citizens of Logan County through the newspapers, radio and television.

Please have the survey filled out by an adult in your household.

Thank you very much for your cooperation.

STATE / COUNTY / LOCAL GROUPS / UNITED STATES DEPARTMENT OF AGRICULTURE COOPERATING
The Illinois Cooperative Extension Service provides equal opportunities in programs and employment.

LET US KNOW

1. How many people in this household (including yourself) have at least one paying job (include self-employed persons):

Number

_____ household members holding at least one full time job.
_____ household members holding a part time job.
_____ Total number of household members holding at least one job.

2. Please take into account all paying jobs held by all members of this household (including self-employment). In total, how many paying jobs are held by all members of this household? (please circle the correct response)

None (go to question 9) one two three or more

NOTE: PLEASE DECIDE WHAT THE ONE OR TWO MOST IMPORTANT PAYING JOBS ARE IN THIS HOUSEHOLD. QUESTIONS 3 THROUGH 8 REFER TO THE MOST IMPORTANT JOB OR JOBS.

	JOB 1	JOB 2 (if applicable)
3. What is the title of this job (please be specific)	_____	_____
4. Is this job	1 Full time 2 Part time	1 Full time 2 Part time
5. Is this job located (circle one)	1 At home 2 In Logan County 3 Outside Logan County	1 At home 2 In Logan County 3 Outside Logan County
6. What is the distance from your residence to this job (one way)	_____(miles one way)	_____(miles one way
7. What kind of transportation is used to get to this job	1 private car 2 car pool 3 other_____ specify	1 private car 2 car pool 3 other_____ specify

8. If a job were available elsewhere, would you mind moving your family from Logan County?

1 I would mind a lot
2 I would mind some
3 I would not mind very much
4 I would not mind at all

9. We would like your PERSONAL opinion on the opportunities and facilities of Logan County. Please indicate whether YOU 1) strongly disagree, 2) disagree, 3) are undecided, 4) agree, or 5) strongly agree.

(Circle one number for each statement)

	STRONGLY DISAGREE	DISAGREE	UNDECIDED	AGREE	STRONGLY AGREE
Logan County Provides:					
a. Good health care	1	2	3	4	5
b. Good full-time job opportunities	1	2	3	4	5
c. Good part-time job opportunities	1	2	3	4	5
d. Good educational opportunities for youth	1	2	3	4	5
e. Good educational opportunities for adults	1	2	3	4	5
f. Good opportunities for involvement in local government	1	2	3	4	5
g. Good cultural opportunities - for example, music, theatre, movies	1	2	3	4	5
h. Good variety of clubs and organizations to join	1	2	3	4	5
i. Good local newspaper	1	2	3	4	5
j. Good local radio station	1	2	3	4	5
k. Good counseling programs for youth in trouble	1	2	3	4	5
l. Enough suitable housing to rent	1	2	3	4	5
m. Good police protection	1	2	3	4	5
n. Good local government	1	2	3	4	5
o. Good welfare program for people in need	1	2	3	4	5
p. Good service programs for senior citizens	1	2	3	4	5
q. Good recreational activities for senior citizens	1	2	3	4	5
r. Enough suitable housing for senior citizens	1	2	3	4	5

10. Here are some statements about Logan County. Please indicate whether YOU 1) strongly disagree, 2) disagree, 3) are undecided, 4) agree, or 5) strongly agree with these statements:

(Circle one number for each statement)

	STRONGLY DISAGREE	DISAGREE	UNDECIDED	AGREE	STRONGLY AGREE
a. People will work together to get things done for Logan County	1	2	3	4	5
b. The future of Logan County looks bright	1	2	3	4	5
c. Logan County needs new community improvement programs	1	2	3	4	5
d. Logan County has good leaders	1	2	3	4	5
e. Younger residents of Logan County want to stay here after completing education.	1	2	3	4	5
f. County leaders are willing to provide economic support to create more jobs in Logan County	1	2	3	4	5

11. Please indicate WHERE you or other members of your household most frequently go for recreation and entertainment.

	PLACES			
	DO NOT USE	Lincoln	Elsewhere in Logan Co.	Outside Logan Co.
a. Golf	1	2	3	4
b. Bowling	1	2	3	4
c. Tennis	1	2	3	4
d. Swimming	1	2	3	4
e. Indoor Athletic Facility	1	2	3	4
f. Parks	1	2	3	4
g. Plays	1	2	3	4
h. Movies	1	2	3	4
i. Dancing	1	2	3	4
j. Dining, (excluding fast foods)	1	2	3	4
k. To Play Ballgames	1	2	3	4

12. For each of the following items, please circle the appropriate numbers to indicate:

a) The location where you most frequently buy the item

b) Your reasons for selecting that location

NOTE: IF YOU DO NOT PURCHASE ANY OF THE FOLLOWING ITEMS CIRCLE "1" UNDER "DO NOT BUY" AND GO TO NEXT ITEM.

ITEMS	PLACE (Mark only one)				REASONS (Mark only one)				
	DO NOT BUY	Lincoln	Elsewhere in Logan Co.	Outside Logan Co.	Lower Cost	Wider Selection	Better Quality Product/ Service	Close to Home or Work	Know the People
a. groceries	1	2	3	4	5	6	7	8	9
b. clothing	1	2	3	4	5	6	7	8	9
c. furniture	1	2	3	4	5	6	7	8	9
d. appliances	1	2	3	4	5	6	7	8	9
e. hardware	1	2	3	4	5	6	7	8	9
f. automobiles	1	2	3	4	5	6	7	8	9
g. auto service	1	2	3	4	5	6	7	8	9
h. insurance	1	2	3	4	5	6	7	8	9
i. medical services	1	2	3	4	5	6	7	8	9
j. banking	1	2	3	4	5	6	7	8	9
k. medical supplies	1	2	3	4	5	6	7	8	9
l. farm implements	1	2	3	4	5	6	7	8	9
m. lumber & building supplies	1	2	3	4	5	6	7	8	9

13. Please list some ways in which Logan County could be improved as a shopping area:

1. _____

2. _____

14. In your opinion which ones, if any, of the following are willing to provide economic support to create more jobs in Logan County? (Please circle each one either "yes" or "no").

Yes	No	
1	2	private citizens
1	2	present business leaders
1	2	present industry leaders
1	2	Chamber of Commerce
1	2	county board of supervisors
1	2	your city/village council
1	2	civic organizations, such as _____

15. Should Logan County publish a descriptive brochure to familiarize the residents with the County and the services that are available?

1 yes
2 no

16. Is there a need for additional jobs in Logan County?

1 yes Why?_____
2 no Why not?_____(go to 18)

17. If yes, what type of employment should be brought in?

_____

_____

18. Are you in favor in increasing tourism in Logan County?

1 yes Why?_____
2 no Why not?_____

19. If yes, what could be done to increase tourism in Logan County?

_____

20. Are you in favor in increasing industry in Logan County?

1 yes Why?_____

2 no Why not?_____(go to 22)

21. If yes, how do you suggest it be increased?

_____

22. Assuming it might cost, are you willing to have your taxes raised to bring new employment into Logan County?

1 yes

2 no

23. Where do you live?

city, town, village _____(name)

or Rural Township _____(name)

24. How long have you lived in Logan County? _____years

25. (Please circle the appropriate response)

Do you 1 own or 2 rent the place where you live?

26. What are the ages of people living in hour household? (excluding persons living away at college etc).

My age_____

Others_____

_____

_____

_____

_____

27. Approximately how much was your 1979 <u>total</u> <u>family</u> income (before taxes) from all sources except farming (circle one).

(a)

1 less than $15,000

2 $15,000 - $30,000

3 $30,000 - $45,000

4 more than $45,000

(b) If you have fram income, how much was your net farm income in 1979?

$_____

28. Are you 1 male or 2 female

29. What is your current marital status? (please circle)

1 Never married
2 Married
3 Separated
4 Divorced
5 Widowed

30. How many years of education have you completed? (circle the appropriate number of years)

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 or more

12 completed high school

16 completed college

THANK YOU VERY MUCH FOR YOUR COOPERATION.

APPENDIX B

ADDITIONAL INFORMATION FROM THE INTERVIEW SCHEDULE

DESCRIPTION OF SAMPLE

TOTAL NUMBER OF RESPONDENTS: 340

1. Place of Residence

	N	%		N	%
a. Aetna	3	1.0	k. Lake Fork	3	1.0
b. Atlanta (township)	9	3.0	l. Mt. Pulaski	4	1.3
c. Broadwell	12	4.0	m. Oran	7	2.3
d. Chester	3	1.0	n. Orvil	8	2.7
e. Corwin	19	6.4	o. Praire Creek	4	1.3
f. East Lincoln	18	6.0	p. Sheridan	14	4.7
g. Elkhart	12	4.0	q. West Linclon	30	10.1
h. Eminence	15	5.0	r. Atlanta (city)	0	0.0
i. Hurlbut	4	1.3	s. Lincoln (city)	118	39.6
j. Laenna	9	3.0	t. Mt. Pulaski (city)	6	2.0
			NO ANSWER	42	

Summary: Lincoln 39.6%
Non-Lincoln 60.4%

2. Length of Residence in Logan County (in years)

	N	%		N	%
1-9	41	12.4	50-59	39	11.8
10-19	27	8.2	60-69	39	11.8
20-29	48	14.4	70-79	14	4.2
30-39	65	19.8	80+	4	1.2
40-49	53	16.1	NO ANSWER	10	

The median number of years lived in Logan County is 36.1 years.

3. Sex of Respondents

	N	%
Male	219	66.8
Female	109	33.2
NO ANSWER	12	

4. Age of Respondents

	N	%		N	%
10-19	3	.9	50-59	58	17.4
20-29	41	12.3	60-69	60	18.0
30-39	79	23.7	70-79	19	5.7
40-49	67	20.1	80+	6	1.8
			NO ANSWER	7	

The median age of respondents is 45.4 years old.

5. Owner or Renter

	N	%
Owner	242	74.0
Renter	85	26.0
NO ANSWER	13	

6. Gross Family Income (in 1979)

	TOTAL NON-FARM		TOTAL FARM	
	N	%	N	%
$14,000 or less	122	44.4	44	51.8
$15,000-29,999	108	39.3	28	32.9
$30,000-44,999	31	11.3	6	7.1
$45,000+	14	5.1	7	8.2
NO ANSWER	65		255	

7. Education of Respondents

	N	%
Less than High School Graduate	38	11.5
High School Graduate	163	49.4
More than High School Graduate	129	39.1
NO ANSWER	10	

B. ATTITUDES

1. Is there a need for additional jobs in Logan County?

	%
Yes	92.0
No	8.0

a. If yes, why?

	%
Unemployment is high	35.8
Keep young people here	13.8
Keep people here	12.4
A desire for growth	10.6
To decrease commuting	8.3
There is a lack of part-time jobs	8.3
OTHER	10.8

b. If yes, what type of employment should be brought in?

	%
Industry	61.1
A variety of jobs	12.5
Office, white collar	5.1
Farm oriented, including gasahol	5.1
OTHER	16.2

2. Are you in favor of increasing industry in Logan County?

	%
Yes	94.0
No	6.0

a. If yes, why?

	%
More jobs	68.6
Betters the economy	15.2
To maintain or increase present population	7.6
OTHER	8.6

b. If yes, how do you suggest it be increased?

	%
Promote local resources	25.3
Develop an industrial park	19.2
Reduce local taxes	13.0
Reduce state taxes	12.3
OTHER	30.2

3. Are you in favor of increasing tourism in Logan County?

	%
Yes	76.3
No	23.7

a. If yes, why?

	%
Helps the economy	65.9
Pride in local history	26.8
More jobs	7.3

b. If yes, what could be done to increase tourism?

	%
More publicity and promotion	72.2
Improve existing sites	17.4
Build an amusement park	6.3
Provide camping areas	4.3

4. Are these groups willing to provide economic support for more jobs in Logan County?

	% Responding "Yes"
Chamber of Commerce	74.6
Industry leaders	64.7
Business leaders	58.2
County Board of Supervisors	48.6
City/Village Council	39.8
Civic organizations	36.6
Private citizens	34.3

5. Assuming it might cost, are you willing to have your taxes raised to bring new employment to Logan County?

	%
Yes	29.1
No	57.1
NO ANSWER	13.8

6. If a job were available elsewhere, would you mind moving your family from Logan County?

	%
Would mind a lot	58.9
Would mind some	21.4
Would not mind very much	9.0
Would not mind at all	10.7

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